

## Message Text

UNCLASSIFIED

PAGE 01 BANGKO 14490 011336Z  
ACTION EA-09

INFO OCT-01 ISO-00 EB-07 /017 W  
-----023826 011856Z /44

R 011018Z JUL 77  
FM AMEMBASSY BANGKOK  
TO USDOC WASHDC  
INFO SECSTATE WASHDC 3800

UNCLAS BANGKOK 14490

E.O. 11652: N/A  
TAGS: BEXP, TH  
SUBJ: WTDR/FTI

REF: USDOC 11053

1. THAILAND 2 CNTRY CODE: 549 3. SER.NO: 0054300  
4. TEO HONG LIMITED PARTNERSHIP  
4A. CODE: K  
5. 30-32 CHAKRAWAD ROAD, P.O. BOX 701  
6. BANGKOK, THAILAND  
7. ESTABL: 1936 8. EMPL: 100 9. SIZE: (19-X) LARGE  
10. REPUTATION: (22-X) GOOD  
11. SELLS ITS PRODUCTS IN THE FOLLOWING FOREIGN AREAS LISTED IN  
ORDER OF IMPORTANCE: LOCAL  
12. RPT.DATE: 07/77  
13A. 36000/235 IMP.AGT.DIST. OF ELECTRICAL EQUIPMENT  
13B. 38410/235 IMP.AGT.DIST. OF MEDICAL EQUIPMENT  
13C. 38110/235 IMP.AGT.DIST. OF SCIENTIFIC INSTRUMENTS  
13D. 35370/235 IMP.AGT.DIST. OF FORK LIFT TRUCKS  
13E. 35310/235 IMP.AGT.DIST. OF CONSTRUCTION EQUIPMENT  
13F. 34960/05 MFR.DIST. OF ELECTRICAL WIRES AND CABLES  
14. CONTACT: MR. PHAISAN SIRIRAT-USDORN TITLE: MANAGING DIR.  
15. CABLE: TEOHONG 16. TELEX: BAESILOM TH 2945  
17. TEL: 222-5784 AND 221-6402  
18. FINANCIAL REFS: BANGKOK BANK LTD., 9 SUAPA ROAD, BANGKOK.

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19. TRADE REFS: EATON YALE INC., 11000 ROOSEVELT BLVD.,  
PHILADELPHIA, PA. 19115; AMERACE-ESNA CORP., ELASTIMOLD  
DIV., ESNA PARK, HACKETTSTOWN, N.J. 07840

20. AGENCY REP: EATON YALE INC., 11000 ROOSEVELT BLVD.,  
PHILADELPHIA, PA. 19115, FORK LIFT TRUCKS, ACQ: 1975;  
AMERACE-ESNA CORP., ELASTIMOLD DIV., ESNA PARK, HACKETTSTOWN,

N.J. 07840, ELECTRIC TOOLS, ACQ: 1974; MITSUBISHI CORP., JAPAN, ELEVATORS AND ESCALATORS, ACQ: 1966; J.I. CASE, U.S.A., FARMING AND CONSTRUCTION TRACTORS, ACQ: 1975; HITACHI LTD., JAPAN, MOLDED CASE CIRCUIT BREAKERS, ACQ: 1969; AIPHONE CO., LTD., JAPAN, INTERCOM SYSTEMS, ACQ: 1969.

21. SUBJECT FIRM WAS INCORPORATED IN 1936 WITH AN AUTHORIZED CAPITAL OF US\$300,000 TO ACT AS GENERAL IMPORTER AND DISTRIBUTOR OF ELECTRICAL EQUIPMENT, MEDICAL EQUIPMENT, SCIENTIFIC INSTRUMENTS, MATERIAL HANDLING EQUIPMENT AND CONSTRUCTION EQUIPMENT. FORTY PERCENT OF ITS IMPORTS ARE FROM JAPAN AND THE REMAINDER FROM THE U.S. (30 PERCENT), EUROPE (20 PERCENT) AND OTHER COUNTRIES (10 PERCENT). SUBJECT FIRM OWNS A SIX STORY BUILDING WITH TOTAL AREA OF 5,950 SQ.METERS WITH OFFICES AND DISPLAY ROOM OF 4,950 SQ.METERS. FIRM IS AFFILIATED WITH TEO HONG SILOM CO., LTD. (IMPORTER AND DEALER OF INDUSTRIAL EQUIPMENT AND ALL KINDS OF HEAVY MACHINERY); WORACHAK ENGINEERING SUPPLY CO.,LTD. (IMPORTER AND DEALER OF "MITSUBISHI" ESCALATORS AND ELEVATORS); SIAM ELECTRIC MANUFACTURING CO.,LTD. (MANUFACTURER OF ELECTRICAL WIRES AND CABLES). TEO HONG LTD. PARTNERSHIP HAS 100 EMPLOYEES INCLUDING 22 SALESMEN AND ITS 1976 SALES WERE REPORTED TO BE US\$10,000,000. UNDER THE MANAGEMENT OF MR. PHAISAN SIRIRAT-USDORN, MANAGING DIRECTOR, TEO HONG LTD. PARTNERSHIP IS HIGHLY REGARDED IN LOCAL UNCLASSIFIED

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BUSINESS AND BANKING CIRCLES. LOCAL BANK REPORTS FAVORABLY ON THE SUBJECT FIRM; IT IS CONSIDERED TO BE AN EXCELLENT TRADE CONTACT FOR U.S. FIRMS.

22. PREPARED BY: SATHIT/SOMSAK APPROVED BY: JAMES H. SAVERY  
AT: AMEMBASSY BANGKOK  
WHITEHOUSE

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NNN

## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01-Jan-1994 12:00:00 am  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
**Sent Date:** 01-Jul-1977 12:00:00 am  
**Decaption Date:** 01-Jan-1960 12:00:00 am  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01-Jan-1960 12:00:00 am  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
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**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
**Expiration:**  
**Film Number:** D770235-1099  
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**Litigation Codes:**  
**Litigation History:**  
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**Message ID:** 24fc8662-c288-dd11-92da-001cc4696bcc  
**Office:** ACTION EA  
**Original Classification:** UNCLASSIFIED  
**Original Handling Restrictions:** n/a  
**Original Previous Classification:** n/a  
**Original Previous Handling Restrictions:** n/a  
**Page Count:** 2  
**Previous Channel Indicators:** n/a  
**Previous Classification:** n/a  
**Previous Handling Restrictions:** n/a  
**Reference:** n/a  
**Retention:** 0  
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**Review Exemptions:** n/a  
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**Review Release Event:** n/a  
**Review Transfer Date:**  
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**To:** COM  
**Type:** TE  
**vdkgvwkey:** odbc://SAS/SAS.dbo.SAS\_Docs/24fc8662-c288-dd11-92da-001cc4696bcc  
**Review Markings:**  
Margaret P. Grafeld  
Declassified/Released  
US Department of State  
EO Systematic Review  
22 May 2009  
**Markings:** Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009